

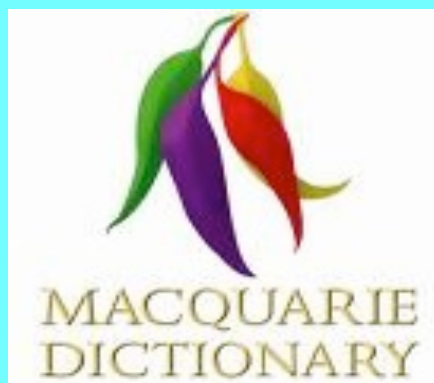
Mod Day – 2 March 2010



What's new in
Popular Culture, ICT
& Media

WOTY – Word of the Year

Macquarie Dictionary word of the year 2009
(announced on Feb 3 2010).....



.....shovel-ready !!



- Thankfully the People's Choice Award went to **Tweet** (as in Twitter etc).



- Honourable mentions went to tweet, heritage media, petrichor, head-nodder, cyberbully and roar factor.

- These new words also entered the Macquarie Dictionary in the past year:
- tweet, noob, mashup, staycation, blag, slacktivism, fauxhawk & media punking.



[http://www.macquariedictionary.com.au/anonymous@9c9B94794113/
/p/dict/WOTY09/index.html](http://www.macquariedictionary.com.au/anonymous@9c9B94794113/p/dict/WOTY09/index.html)

WOTY - USA

- New Oxford American Dictionary Word of the Year = unfriend
- Other words considered: hashtag, paywall, netbook, funemployed, deleb, tramp stamp....
- Notable word clusters around Twitter & Obama (eg. twitterverse, tweetaholic, twitterature, Obamanomics, Obamarama, Obamaland)

<http://blog.oup.com/2009/11/unfriend/>



- 100 words every high school graduate should know (USA) – tough stuff!
- eg. moiety, abrogate, quotidian, fiduciary, jejune, ziggurat, deleterious.....

www.houghtonmifflinbooks.com/booksellers/press_release/100words

Oscar-nominated films 2010

- Avatar – directed by James Cameron
- The Blind Side
- District 9
- An Education
- The Hurt Locker – Kathryn Bigelow
- Inglourious Basterds – Quentin Tarantino
- Precious: based on the novel "Push" by Sapphire – Lee Daniels
- A Serious Man
- Up
- Up in the Air – Jason Reitman



Top films of 2009 – viewer poll from The Movie Show (ABC TV)

1. Gran Torino
2. Inglourious basterds
3. Samson & Delilah
4. District 9
5. Milk
6. Up
7. The wrestler
8. Star Trek
9. Avatar
10. Moon
11. The reader
12. Watchmen
13. The hangover
14. Let the right one in
15. Beautiful Kate
16. 500 days of summer
17. Revolutionary Road
18. Changeling
19. Mary & Max
20. Bright star



What did we search for?

Top Yahoo searches in Australia 2009

1. Michael Jackson
2. Stimulus package
3. Victorian bushfires
4. Dust storm
5. Britney Spears
6. Rihanna altercation
7. Twitter
8. Susan Boyle
9. Wii games



[x.html](#)

Top Google searches Australia 2009

1. Facebook
2. YouTube
3. Hotmail
4. eBay
5. MySpace
6. Google
7. Yahoo
8. Gmail
9. Bebo
10. Seek

Top celebrity searches Google Australia 2009

1. Michael Jackson
2. Lady Gaga
3. Robert Pattinson
4. Megan Fox
5. Taylor Swift
6. Miley Cyrus
7. Susan Boyle
8. Hamish & Andy
9. Miranda Kerr
10. Kristen Stewart

www.google.com/intl/en_us/press/zeitgeist2009/regional.html#australia

10 billion songs downloaded in iTunes !

- Started April 2003; 10 billion songs sold by 26 Feb 2010
- **The top 25 most downloaded iTunes songs:**



1. I Gotta Feeling by Black Eyed Peas
2. Poker Face by Lady Gaga
3. Boom Boom Pow by Black Eyed Peas
4. I'm Yours by Jason Mraz
5. Viva la Vida by Coldplay
6. Just Dance by Lady Gaga & Colby O'Donis
7. Low (feat. T-Pain) by Flo Rida
8. Love Story by Taylor Swift
9. Bleeding Love by Leona Lewis
10. Tik Tok by Ke\$ha
11. Disturbia by Rihanna
12. So What by P!nk

13. I Kissed a Girl by Katy Perry
14. Single Ladies (Put a Ring On It) by Beyoncé
15. Hot N Cold by Katy Perry
16. Stronger by Kanye West
17. Live Your Life (feat. Rihanna) by T.I.
18. Hey There Delilah by Plain White T's
19. Right Round by Flo Rida
20. Party In the USA by Miley Cyrus
21. Don't Stop Believin' by Journey
22. Bad Romance by Lady Gaga
23. Use Somebody by Kings of Leon
24. Fireflies by Owl City
25. How to Save a Life by The Fray

The games we play

- 1. Call of duty :
modern warfare 2
(Xbox 360 & PS3)
- 2. ??????
- 3. Halo 3 (Xbox 360 &
PS3) = battle the
aliens!



Guinness world records gamers' edition 2010,
Guinness, London.

2. The Beatles Rock Band !



- Released 9 Sept 2009 to coincide with remastering of Beatles' CDs



- 45 songs
- Wii, Xbox 360 & PS3 platforms

Apple iPad

- Tablet computer
- Sits between iPhones and laptops
- Browse the web, read ebooks, play video & music
- Touchscreen; same operating system as iPhone; access to iPhone's 140 000 apps
- iBookstore service
- WiFi wireless connection
- 30 pin dock connector to connect wired accessories
- BUT – no camera; no USB port; doesn't work with Flash
- Due end of March \$US 500; 3G version due April



Microsoft Surface

- Brings computing to the table
- Released in Australia Feb 2010 – combination software/hardware technology
- Users manipulate content with hand gestures or objects
- Multi-touch & multi-user; can recognise objects eg. credit cards
- Already used overseas in hotels, casinos, restaurants, presidential campaign, CSI Miami....



The Flip



- A small affordable simple-to-use video camera with a built-in USB
- Record your video footage and plug straight into a computer via USB
- Does not take still photos or zoom
- WiFi version soon

IPTV – Internet Protocol TV



- Internet-enabled TVs with widgets & channels (Panasonic, Samsung, Sony)
- Rival for Foxtel – pay per view rather than a subscription
- Sony Bravia IPTV (released in Australia 23 Feb 2010) - has access to 15 internet channels (Aust. & global) – Yahoo7, SBS , Billabong, YouTube, podcasts, catch-up TV....
- Bravia has internet widgets for real-time updates from apps eg. weather, news, Twitter, Facebook
- 3D TVs maybe in 2011?

- **Apple TV** and other media centres – a storage device that connects to TV; view photos; play music; watch video; connect to internet (eg. iTunes, YouTube)
- **PS3** - Sony Playstation 3 – connects to internet for online gaming; also plays Blu-ray discs



Broadband in the car



- 3G-enabled Audi
- SIM card slot on dashboard turns car into mobile WiFi hotspot
- Passengers access internet for voice & data
- Real-time navigation; alerts & Google Earth
- Video-on-demand & games



Mobile World Congress Feb 2010, Barcelona

Too much information!



- The world's volume of data doubles every 18 months
- In 2011 it will reach 18 000 exabytes
- 1 exabyte = one million terabytes
- 1 exabyte is the information in 12 stacks of books reaching from the Earth to the sun!!

Always connected

- Telstra – 1.3 million wireless broadband subscriptions – up 73% since Feb 2009
- Big decline landline phones
- We want fast access to social networking & video content
- There will be big increases in cloud applications, IPTV & video

Telstra CEO David Thodey, *The Australian IT*, 23 Feb, 2010.



- NBN Co – Trial in Tasmania; construction due to start on mainland – Mt Isa - a hub

The downside?....a slowdown

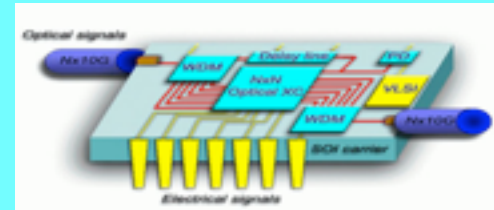


- Video could crash the party – it will be the number one traffic by 2014
- Internet was designed for browsing, not for video
- Risk of internet collapsing with huge amounts of data-rich apps – file sharing, cloud computing, social media & video

Suraj Shetty (CISCO), *The Australian IT*, 19 Feb, 2010.

- How do we build the next generation internet?

Laser beams, quantum computing & the photonic chip



- Smart transmission technologies are getting data flowing again
- Laser beams in the fibre optic network will be modulated, allowing increased throughput (100 gigabits per sec, up from 10) (New Scientist, 23 Jan 2010)
- Current computer chips will reach their processing speed limit within 3 years; transistors in them can't go any smaller
- Quantum computing could make silicon atoms in the chips more stable and decrease the size of transistors, making chips more powerful (Andrea Morello, *The Australian IT*, 23 Feb 2010)
- Quintessence Labs (ACT) are developing the silicon photonic microchip





ICT – interesting but controversial technology

- Stephen Conroy – Minister for Broadband, Communications & the Digital Economy – asked Google to censor RC (Refused Classification) YouTube videos. They will not voluntarily comply (11 Feb 2010)
- ALIA, Google & Yahoo ask Conroy to not put a global filter on internet sites, but to follow the lead of Europe & filter specific sites (eg child porn) and provide more policing of those websites (17 Feb 2010)
- 25 Feb 2010: Qld premier Anna Bligh asks Facebook to help in blocking offensive material eg on tribute sites
- DDoS (Distributed Denial of Service) attacks in Feb 2010 against Parliament House website & website of Dept of Broadband, Communication & the Digital Economy. Possibly organised by the internet activist group known as Anonymous or 4chan who are protesting against internet censorship
- 9 Feb & 18 Feb 2010: Nintendo wins 2 court cases in Aust. A young man must pay \$1.5 mill for uploading Super Mario Bros game to internet before its Aust. release. A distributor must pay \$500 000 for selling a mod chip that allows users to play pirated games
- 2 Feb 2010: Perth ISP iiNet found not liable for peer-to-peer online copyright infringement (Aust. Fed. Against Copyright Theft represented the movie studios vs iiNet)
- And did iconic song Downunder really rip off the kookaburra in the old gum tree???





What's hot for 2010?

- ABC TV to launch 24 hour news channel (ABC4 in HD)
- Top Gear #1 show in Australia
- Hungry Beast (ABC) – young hosts; current affairs & satire
- V (starts 7 March) – remake of 1980s sci-fi series about aliens amongst us
- Dr Who – a new doctor
- GO! Channel (WIN) – reruns of old shows eg Get Smart; vampire series (Vampire Diaries; True Blood)
- Chris Lilley's Angry Boys 12 part series (with ABC, HBO & BBC) – mockumentary about what it means to be a 21st century boy



Indigenous films & TV

- Nitv (National Indigenous Television) – aiming to broaden its reach; news, films, health, music... www.nitv.org.au
- Bran Nue Dae – directed by Rachel Perkins. Stars Ernie Dingo, Jessica Mauboy & Geoffrey Rush. Satirical, moving, insightful, great songs & a lot of fun!
- Samson & Delilah – written & directed by Warwick Thornton; available on DVD. Honest & powerful.
- The New Black: 7 new short films made by indigenous filmmakers; presented by Margaret Pomeranz & Warwick Thornton ABC 10 Dec 2009)
- Fire Talker – written & directed by Ivan Sen. Biopic about Charlie Perkins.

